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538 literature is intended to describe the solution of these problems, stories and novels which dealt with these aspects had already been produced in Manchuria and North China. As a result, all the writings in this region seem stereotyped and lacking in originality. Even among the literature on the "war of resistance" against Japan, stories of the "heroic deeds" of the 8th Route Army in North China overshadow the accounts of anti-Japanese activities in East China.

214 East China, however, has many publishing houses, especially in Shanghai. They have been made subsidiaries or branches of the government's publishing enterprise which has its headquarters in Peking. The centralization of publishing assures the widespread popularity of novels which have received government approval.

538 People in East China, like people in North China, also read Yüan Ching and K'ung Chüeh's best-seller Hsin Erh-nü Ying-hsiung Chuan (The Biography of a New Hero and Heroine), a 200,000-word account of the repulse of the Japanese invaders in North China, written in the style of the old-fashioned Chinese novels,[19]

19. The first edition of 10,000 copies was sold out in twenty days, 80 per cent being sold in North China. Although pleased with its success, the Communists have lamented the fact that the Chinese people are still too fond of the traditional "feudalistic" novels, that a novel of new ideas and new people could be successful only when dressed in traditional forms.

204 Three newspapers, all published in Shanghai, and all of a regional nature, had circulation records[17] of over 110,000 each in June 1952. At that time the total circulation of all dailies[18] in Shanghai stood at 1,099,000. By February 1953, success claimed by the Communists in East China in their newspaper-promotion campaign necessitated an official order to "suspend subscriptions to periodicals because of exhaustion of quota."[19] The suspension order specifically mentioned such national periodicals as Shih-chieh Chih-shih [World Knowledge], also known as [World Culture], Jen-min Chiao-yü [People's Education], Hsin-hua Yüeh-pao [New China Monthly], and Chung-kuo Chin-yung [Chinese Finance]. This again indicates that the Communist emphasis was on national publications, and the promotion campaigns in East China were possibly more successful with national periodicals.

C. Magazines, Pamphlets, and Books

•214 While the daily press is the most orthodox means of mass communication the world over,

17. These dailies are: Liberation Daily, Wen-hui Daily, Lao-tung Daily. See Liberation Daily, June 2, 1952, p. 3; and Hua-ch'iao Jih-pao [China Daily News], New York, Sept. 7 1955, p. 2.

18. Ibid.

19. Liberation Daily, Feb. 26, 1953, p. 4.

214 in Communist China today it is a wasteful operation in view of material stringency. Fitted into the current program of the literacy movement and mass education, magazines, books, and pamphlets, produced in the least expensive way and in the large volume, are among the most important public information purveyors on the Mainland. They can be had even by people with very low income. They are more permanent than the daily press for the slow-reading, semi-literate populace. They are easily controlled because their production can be easily centralized. Some of the most significant developments pertaining to this subject in East China are discussed here.

1. Reorganization of Publishers The Commercial Press and the Chung-hua Book Company both having been in operation for over forty years and having printed the great majority of the books in modern China, were the first to receive a Communist "house-cleaning." In the summer of 1950, the Communists ordered the Commercial Press to destroy 7,000 "undesirable" books. Of the 13,000 works carried by the Chung-hua Book Company, 11,000 were removed. From January to December 1951, the Shanghai office in charge of examining pro-Communist publications ordered the destruction of 237 tons of books.[20] This was during the first thorough "house-cleaning" of the publishing industry in East China ordered by the Communists. Subsequently, old books were gathered from all parts of East China and turned over to pulp factories until a drive started in Peking to "save China's cultural

20. Ta-kung Daily, Jan. 6, 1952.

214 inheritance" halted the book-destroying craze. The total number of books thus lost is unknown, but scattered statistics seem to show that East China was not the worst and that Central-South China was responsible for the greatest number of book burnings.

At the same time the Communists in East China began a publishing program which aimed at the total control of book publishing. Communist publishing houses were established and expanded to flood the market with their products; most of these houses were branches of national, government-operated enterprises. Large and small independent publishers, mostly bankrupt in 1949-50, were reorganized, subsidized, and thus brought under government control. In the city of Shanghai alone, two-hundred such "independent" publishers resumed operation[21] with government aid in 1950. The process of merging and reorganizing continued. By early 1951, most of the small independent publishers in Shanghai had given up printing books and were engaged in selling government-approved books; only about fifty government and independent publishers remained.[22] As the center of such activities, Shanghai exemplified the development of book publishing in East China.

The Communist policy for book publishing in East China has included consolidation of

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21. Compendium of Government Reports, p. 564.

22. Hsin Shanghai Pien-lan [New Guide to Shanghai], Shanghai, Ta-kung pao, 1951, pp. 192-93.

214 facilities, division of labor, and specialization in subject matter. Again to use Shanghai as an example, the book publishers and bookstores in 1950 were as shown in Table 5. [See next page.]

About forty lesser bookstores in Shanghai were assigned to specialized fields. Of the major stores listed in Table 5, some were branch stores with their headquarters in Peking; others had branch stores outside this region; none were serving East China exclusively. By the end of 1950, the New China, Popular, and Consolidated bookstores had printed 2,785,000 volumes.

2. Reorganization of Distribution The Cultural and Educational Commission of East China, acting under orders of the Publications Administration in Peking, established regional, provincial, and hsien branches of the official New China Bookstore to distribute books printed by government publishing houses, and other items not objectionable to the Communists. These branches[23] numbered 337 in July 1950 and rapidly increased to 377 by November of the same year. At a conference held in November 1950, it was reported that 18,499,012 copies of publications were sold by the branch stores of the New China Bookstore in East China during the period May-November 1950. In addition to regular bookstores the New China Bookstore also operates sidewalk booths, book centers for each armed forces unit,

23. Compendium of Government Reports, p. 564.

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Table 5. Book Publishers in Shanghai (1950) */

Name		Specialization
Hsin-hua Shu-tien	[New China Bookstore]	All subjects
Lien-ho Ch'u-pan-she	[United Publishing Co.] #/	Textbooks
San-lien Shu-tien	[Trio Associated Bookstore]	All subjects
K'ai-ming Shu-tien	[K'ai-ming Bookstore]	Youth, history, literature
Shang-wu Ying-shu-kuan	[Commercial Press]	Science, technical subjects
Chung-hua Shu-chü	[Chung-hua Bookstore]	Agriculture, medicine
Lien-ying Shu-tien	[Associated Bookstore]	All subjects
T'ung-lien Shu-tien	[Children's Books Association]	Children's books, primers
T'ung-lien Shu-tien	[Popular Bookstore]	Popular science, literature
Lien-lien Shu-tien	[Consolidated Bookstore]	Cartoons, pictorials
Shih-tai Ch'u-pan-she	[Time Publishing Co.]	Translations from the Russian
Lung-men Shu-tien	[Dragon Gate Bookstore]	Engineering, science

*/ Compiled from New Guide to Shanghai, pp. 177-93.

#/ Later renamed Jen-min Chiao-yü ch'u-pan-she [People's Education Publishing Co.].

214 and in villages and industrial areas as well as mobile book-vending teams to reach the outlying communities. From April to November 1950, these bookshops on wheels sold 440,600 volumes in Shanghai alone During the same period the New China Bookstore branches attached to armed forces units sold 332,876 volumes.[24]

In July 1951 Shanghai saw the establishment of another book distributor, a branch of the New China Book Distributors' Corporation, which combined the distribution departments of five leading national publishers-- the Commercial Press, and the Chung-hua, K'ai-ming, San-lien, and Lien-ying book companies. So far this corporation seems to have restricted its operation within cities and has not branched out to include mobile teams or sidewalk stands.

The Communist policy for book distribution and the result of its application are well summed up in a comment printed in the Shanghai News on July 20, 1951. The commentary says, in effect, that before "liberation," blind competition for profit had been the only principle in the book-distribution business. Now the booksellers are co-operating with each other to "serve the cultural construction of the New Democracy." Although the charges of mismanagement have been occasionally leveled against certain branches of these national distributors, the weakness here again is a general characteristic of any bureaucrac The Communists appear to be aware of the danger although they may not be able to eradicate it. Other than this weakness, the book-distribution

24. Survey of China Mainland Press, #20, Hong Kong Amer. Consulate-Gen'l, Nov. 30, 1950, p. 7. (All statistics in this passage are from this source.)

system in East China is well-organized and the current trend is toward further expansion of this centralized system.

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3. Contents and Readership The most popular publications are light literature, cartoons, periodicals and pamphlets.[25] Two popular booklets, Continuous Production in Capitalism and China's Highways are 5" x 7" in size and contain less than one-hundred pages each.[26] The former is one of a series on political and economic sciences; the latter appears in a group of such pamphlets on popular science and engineering. In these pamphlets, political and technical matters are interpreted in the simplest possible terms. Illustrations are used but they include no elaborate color plates to increase the cost of printing; thus the pamphlets can be made available to people of lower income. Although not periodicals, these series are published at regular intervals.

The number of major magazines available in 1954 in Shanghai, which has remained the center of periodical publications in East China, are shown in Table 6.

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25. National survey in early 1950 showed that popular literature, with 43 titles, topped list of periodicals then in circulation. See Hsin-hua Yüeh-pao [New China Monthly], Vol. I, no. 5, Peking, Mar. 1950, pp. 1255-58. Another national survey in Feb. 1951 showed that popular literature with 1673 titles ranked first in all book categories published from Nov. 1949 to Dec. 1950.

26. [See following page.]

●214 Are the people in East China reading these books and pamphlets? According to the aforementioned reported by the official New China Bookstore, on the average, every eighth person in China bought an item from this bookstore between April and November 1950. This was better than the average scored in Central-South China at about the same tim (In Central-South China, every tenth person bought o item during the twelve months from September 1949 to August 1950.) While the Communists might have exaggerated the statistics for propaganda effect, it must be noted that the above figure quoted did not include books sold by the other fifty bookstores in Shanghai. Anti-Communist press reports have given accounts of how people on the Mainland were forced to buy books. Some of these reports may have a factual basis; the Communist cadres, intent on carrying out Peking's orders, demanded popular response to the book-promotion program. Similar cases have been reported in the Communist press with regard to the promotion campaigns to enlarge the circulation of newspapers. When the third volume of Mao Tse-tung's Selected Works cam off the press on April 10, 1953, the Communist press said that "many people braved the rain to go to the bookstores in Shanghai to buy that item." An old reader, the report related, dug deep into his pocket and unwrapped layer after layer of paper to get out his "book purchasing certificate," saying "I have waited a long time for this!"[27] Such expressions of exuberant enthusiasm on the part of book buyers may not be a common occurrence in East China as the Communists would like the world to believe, but undoubtedly books are read.

27. Kuang-ming Jih-pao [Enlightenment Daily], Peking, April 11, 1953 p. 1.